



Docket No.: 39667-073

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of :  
Leonardo BRITO-VALLADARES, et al. :  
Serial No.: 10/075,308 : Group Art Unit: 2163  
Filed: February 15, 2002 : Examiner: not yet assigned  
For: ONLINE MEDIA PLANNING SYSTEM

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APR 15 2002  
Technology Center 2100

REQUEST FOR CORRECTED FILING RECEIPT

Commissioner for Patents  
Washington, DC 20231

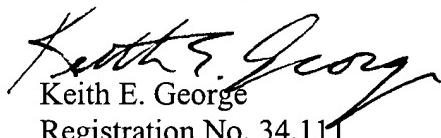
Sir:

Attached is a copy of the Filing Receipt received from the U.S. Patent and Trademark Office in the above-referenced application. It is noted that the first applicant and the Title on the Official Filing Receipt are incorrect. Attached is a copy of the Declaration and Power of Attorney which evidences that the first applicant should appear as: LEONARDO BRITO-VALLADARES, ANN ARBOR, MI; and Preliminary Amendment filed herewith, which evidences that the Title should appear as: **ONLINE MEDIA PLANNING SYSTEM**.

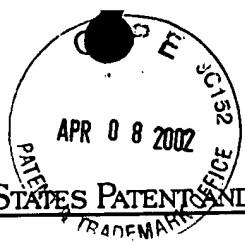
It is requested that a corrected filing receipt be issued.

Respectfully submitted,

MCDERMOTT, WILL & EMERY

  
Keith E. George  
Registration No. 34,111

600 13<sup>th</sup> Street, N.W.  
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**Date: April 8, 2002**



UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 20231  
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APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	DRAWINGS	TOT CLAIMS	IND CLAIMS
10/075,308	02/15/2002	2163	932	39667-073	15	28	4

CONFIRMATION NO. 8946

FILING RECEIPT



\*OC000000007627412\*

14 5 2002  
MAR 18 2002

Date Mailed: 03/13/2002

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600 13th Street, N.W.  
Washington, DC 20005-3096

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Customer Service Center. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

Applicant(s)

Leonardo Birito-Valladares, Ann Arbor, MI;  
Christine Gambino, Westland, MI;  
Chris Kaul, Oxford, MI;

Birito

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Assignment For Published Patent Application

Valassis Communications, Inc.;

Domestic Priority data as claimed by applicant

THIS APPLN CLAIMS BENEFIT OF 60/270,624 02/23/2001

Foreign Applications

If Required, Foreign Filing License Granted 03/08/2002

Projected Publication Date: 08/29/2002

Non-Publication Request: No

Early Publication Request: No

Title

00-982c

Online method of and system for generating targeted pricing information for marketing campaign

Preliminary Class

705

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**LICENSE FOR FOREIGN FILING UNDER  
Title 35, United States Code, Section 184  
Title 37, Code of Federal Regulations, 5.11 & 5.15**

**GRANTED**

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

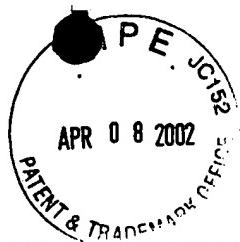
This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related application(s) filed under 37 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Office of Export Administration, Department of Commerce (15 CFR 370.10 (j)); the Office of Foreign Assets Control, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

**NOT GRANTED**

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

Docket No.: 39667-073



## DECLARATION AND POWER OF ATTORNEY

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As a below named inventor, I hereby declare that:

My residence, post office and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter claimed and for which a patent is sought on the invention entitled ONLINE MEDIA PLANNING SYSTEM, the specification of which

is attached hereto.

was filed on [case\_filing\_date] as Application Serial No. [case\_serial\_number] and was amended on (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is known to me to be material to patentability in accordance with Title 37, Code of Federal Regulations, Section 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

**Prior Foreign Applications(s):**

Number	Country	Day/Month/Year filed	Priority Claimed
			<input type="checkbox"/>
			<input type="checkbox"/>

I hereby claim the benefit under 35 USC §119(e) of any United States provisional application(s) listed below.

**Prior Provisional Application(s):**

Application Number	Filing Date
60/270,624	February 23, 2001

I hereby claim the benefit under Title 35, United States Code, Section 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, Section 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, Section 1.56 which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

**Prior U.S. Application(s):**

Serial No.

Filing Date

Status: Patented, Pending, Abandoned

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

I hereby appoint the following attorney(s) and/or agent(s): Stephen A. Becker, Reg. No. 26,527; John G. Bisbikis, Reg. No. 37,095; Daniel Bucca, Reg. No. 42,368; Kenneth L. Cage, Reg. No. 26,151; Jennifer Chen, Reg. No. 42,404; Bernard P. Codd, Reg. No. 46,429; Lawrence T. Cullen, Reg. No. 44,489; Paul Devinsky, Reg. No. 28,553; Margaret M. Duncan, Reg. No. 30,879; Shamita De Etienne-Cummings, Reg. No. 46,072; Ramyar M. Farid, Reg. No. 46,692; Brian E. Ferguson, Reg. No. 36,801; Michael E. Fogarty, Reg. No. 36,139; John R. Fuisz, Reg. No. 37,327; Willem F. Gadiano, Reg. No. 37,136; Keith E. George, Reg. No. 34,111; John A. Hankins, Reg. No. 32,029; Eric J. Kraus, Reg. No. 36,190; Catherine Krupka, Reg. No. 46,227; Jack Q. Lever, Reg. No. 28,149; Raphael V. Lupo, Reg. No. 28,363; Burman Y. Mathis III, Reg. No. 44,907; Michael A. Messina, Reg. No. 33,424; Dawn L. Palmer, Reg. No. 41,238; Joseph H. Paquin, Jr., Reg. No. 31,647; Scott D. Paul, Reg. No. 42,984; William D. Pegg, Reg. No. 42,988; Robert L. Price, Reg. No. 22,685; Gene Z. Rubinson, Reg. No. 33,351; Joy Ann G. Serauskas, Reg. No. 27,952; David A. Spenard, Reg. No. 37,449; Arthur J. Steiner, Reg. No. 26,106; David L. Stewart, Reg. No. 37,578; Wesley Strickland, Reg. No. 44,363; Michael D. Switzer, Reg. No. 39,552; David M. Tennant, Reg. No. 48,362; Daniel S. Trainor, Reg. No. 43,959; Kelli N. Watson, Reg. No. 47,170; Cameron K. Weiffenbach, Reg. No. 44,488; Aaron Weissstuch, Reg. No. 41,557; Edward J. Wise, Reg. No. 34,523; Jeffrey A. Woller, Reg. No. 48,041; Alexander V. Yampolsky, Reg. No. 36,324; and Robert W. Zelnick, Reg. No. 36,976 all of

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Washington, DC 20005-3096

Direct Telephone Calls to: Telephone 202-756-8000

with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith, and all future correspondence should be addressed to them.

---

Full name of sole or first inventor: Leonardo Brito-Valladares

Inventor's signature: Leonardo Brito

Date: 02/13/02

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Residence: Ann Arbor, MI

---

Citizenship: Ecuador

---

Post Office Address: 1572 Siller Terrace, Ann Arbor, MI 48103

Full name of second inventor: Christine Gambino

Inventor's signature: *Christine Gambino*

Date: 02/13/2002

Residence: Westland, MI

Citizenship: US

Post Office Address: 38185 Carolon Boulevard, Westland, MI 48185

Full name of third inventor: Chris Kaul

Inventor's signature: *Chris Kaul*

Date: 2/13/2002

Residence: Oxford, MI

Citizenship: US

Post Office Address: 1286 Queens Drive, Oxford, MI 48371

Full name of fourth inventor: Dale Lebow

Inventor's signature:

Date: 2-15-7

Residence: West Bloomfield, MI 48322

Citizenship: US

Post Office Address: 5585 Culpepper, West Bloomfield, MI 48322



Receipt

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of :  
Leonardo BRITO-VALLADARES, et al. :  
Serial No.: Group Art Unit:  
Filed: February 15, 2002 Examiner:  
For: ONLINE MEDIA PLANNING SYSTEM :

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Technology Center 2100

PRELIMINARY AMENDMENT

Commissioner for Patents  
Washington, DC 20231

Sir:

Prior to examination of the above-referenced application, please amend the application as follows:

IN THE TITLE:

Please amend the title as follows:

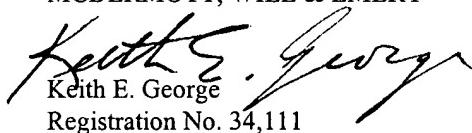
ONLINE MEDIA PLANNING SYSTEM

REMARKS

The above application is amended to correct the Title to the Title that appears on the Declaration and Power of Attorney. Entry of the Preliminary amendment is respectfully requested.

Respectfully submitted,

MCDERMOTT, WILL & EMERY

  
Keith E. George  
Registration No. 34,111

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Bib Data Sheet

**CONFIRMATION NO. 8946**

<b>SERIAL NUMBER</b> 10/075,308	<b>FILING DATE</b> 02/15/2002 <b>RULE</b>	<b>CLASS</b> 705	<b>GROUP ART UNIT</b> 2163	<b>ATTORNEY DOCKET NO.</b> 39667-073
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**APPLICANTS**

Leonardo Brito-Valladares, Ann Arbor, MI;  
 Christine Gambino, Westland, MI;  
 Chris Kaul, Oxford, MI;

**\*\* CONTINUING DATA \*\*\*\*\***

THIS APPLN CLAIMS BENEFIT OF 60/270,624 02/23/2001

**\*\* FOREIGN APPLICATIONS \*\*\*\*\*****IF REQUIRED, FOREIGN FILING LICENSE GRANTED**

\*\* 03/08/2002

Foreign Priority claimed	<input type="checkbox"/> yes <input type="checkbox"/> no	STATE OR COUNTRY	SHEETS DRAWING	TOTAL CLAIMS	INDEPENDENT CLAIMS
35 USC 119 (a-d) conditions met	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after Allowance	MI	15	28	4
Verified and Acknowledged	Examiner's Signature _____ Initials _____				

**ADDRESS**

McDERMOTT, WILL & EMERY  
 600 13th Street, N.W.  
 Washington ,DC 20005-3096

**TITLE**

Online media planning system

<b>FILING FEE RECEIVED</b> 932	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:	<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees ( Filing ) <input type="checkbox"/> 1.17 Fees ( Processing Ext. of time ) <input type="checkbox"/> 1.18 Fees ( Issue ) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit
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